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WTMJ-TV

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For the related radio station with the same call letters, see WTMJ (AM).

WTMJ-TV, virtual channel 4 (UHF digital channel 28), is an NBC-affiliated television station located in Milwaukee, Wisconsin, United States. It is the flagship television station of the Journal Broadcast Group, and is one of several flagship media properties owned by Journal Communications, which also owns the *Milwaukee Journal Sentinel*, and radio stations WTMJ (620 AM) and WLWK-FM (94.5). WTMJ-TV maintains studio facilities located on Capitol Drive in Milwaukee (this Art Deco facility is known as "Radio City" in tribute to the New York complex of the same name), and its transmitter is located approximately 4 miles (6.4 km) north of downtown Milwaukee.

WTMJ-TV

Milwaukee, Wisconsin United States	
Branding	Today's TMJ4
Slogan	"Your Home Team"
Channels	Digital: 28 (UHF) Virtual: 4 (PSIP)
Subchannels	4.1 NBC 4.2 Storm Team 4 TV 4.3 Live Well Network
Affiliations	NBC The Local AccuWeather Channel (DT2) (2009–present) Live Well Network (DT3) (2011–present)
Owner	Journal Broadcast Group *(Journal Broadcast Corporation)*
First air date	December 3, 1947
Call letters' meaning	**W** **T**he **M**ilwaukee **J**ournal
Sister station(s)	WTMJ-AM, WLWK-FM
Former channel number(s)	**Analog**: 3 (VHF, 1947–1953) 4 (VHF, 1953–2009)
Former affiliations	**All secondary**: CBS (1948–1953) ABC (1948–1953) DuMont (1949–1953) **DT2**: NBC Weather Plus (2006–2009) **DT3**: TheCoolTV (2009–2011)
Transmitter power	1,000 kW
Height	272.6 m
Facility ID	74098
Transmitter coordinates	43°5′28.5″N 87°54′7.3″W
Licensing authority	FCC
Public license information:	Profile CDBS
Website	www.todaystmj4.com/ www.stormteam4.com

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History [edit]

The Journal Company's first television station license was granted in September 1931 for experimental station **W9XD**, using a low-definition electromechanical system. The station conducted field tests from 1931 to 1933, before converting its facilities to experimental high-fidelity apex radio unit W9XAZ in 1934. Its license was withdrawn by the Federal Communications Commission (FCC) in 1938 as part of an effort to limit broadcast licenses to stations that actively engage in the development of television. No publicly announced television programming was broadcast by W9XD during this experimental period.

The Journal Company obtained one of the first commercial television construction permits issued by the FCC on December 7, 1941, under the call letters **WMJT** (for "*Milwaukee Journal* Television"), and built a new broadcast facility by August 1942. But the U.S. War Production Board halted the manufacture of television and radio broadcasting equipment for civilian use from April 1942 to August 1945, suspending the company's television plans.

WTMJ-TV (referencing *The Milwaukee Journal*) first signed on the air on December 3, 1947, originally broadcasting

on VHF channel 3. It was the first commercial television station in Wisconsin, the fourth commercial station in the Midwest and the 15th commercial station to sign on the air in the United States. At the time, there were only 500 television sets in Milwaukee, that number jumped to 2,050 by the following April. Milwaukee is close enough to Chicago that television stations from that market could be and still are viewable in Milwaukee, hence the existence of television sets there before WTMJ-TV.

WTMJ has been affiliated with NBC since its sign-on, owing to its radio sister's longtime affiliation with the NBC Red Network, although it also initially carried programming from CBS, ABC and DuMont. It lost CBS when WCAN-TV (channel 25, now defunct) signed on in September 1953, and lost ABC and DuMont when WOKY-TV (channel 19, now WVTV on channel 18) signed on a month later. WTMJ is the only television station in Milwaukee to have been affiliated with the same network throughout its history, and is currently NBC's second-longest tenured affiliate, behind only KSDK in St. Louis (which signed on as KSD-TV eleven months earlier in January 1947).

WTMJ moved to VHF channel 4 on July 11, 1953 to avoid interference with WKZO-TV (now WWMT) in Kalamazoo, Michigan, which is nearly directly across Lake Michigan. This was a part of the FCC's complete revision of the Table of Channel Assignments as issued in its *Sixth Report and General Order* issued on April 14, 1952. This move forced the CBS affiliate on channel 4 in Chicago, WBKB-TV (now WBBM-TV), the first commercially-licensed television station outside of the Eastern Time Zone to move to channel 2, doing so on July 5, 1953.

WTMJ-TV was one of the first stations in the country to purchase color equipment, and in December 1953, it broadcast the color television program *Amahl and the Night Visitors* from NBC, when only two prototype color sets existed in Milwaukee. The first color television sets in the city were sold in March 1954; by July of that year, WTMJ broadcast its first local color program originating from its studios, *The Grenadiers*, becoming the third television station in the U.S. with live color capability.[1] About 3000 color sets existed in Milwaukee in February 1957.

In addition to Journal Broadcast Group's continued ownership of WTMJ-TV, Journal Communications has acquired other television stations around the country over the years, including among others: KTNV-TV in Las Vegas (acquired in 1979); KGUN-TV in Tucson, Arizona (acquired in 2005); KIVI-TV in Boise (acquired in 2002); WGBA-TV and WACY-TV in Green Bay (the former being acquired in August 2004, with the latter operated under a local marketing agreement until Journal acquired it outright in 2012); and WTVF in Nashville (acquired in 2012). Through its ownership by Journal, WTMJ is one of the few television stations in the country not owned by a major network that has had the same callsign, owner and primary network affiliation throughout its history.

WTMJ inaugurated the current "Today's TMJ4" brand in July 1992, coinciding with the start of the 1992 Summer Olympics (variants of this brand were later used by other stations such as KTHV in Little Rock). The first generation of the "TMJ4" branding lasted until July 2004 and the 2004 Summer Olympics, as part of a graphical overhaul that resulted in the retirement of the "sailboat 4" logo that had been in use since 1978. In 2001, Journal entered into a local marketing agreement with WPXE-TV (channel 55) as a result of NBC's partial ownership interest in Pax TV (now Ion Television) and a related management agreement with its owned-and-operated stations. This resulted in the two stations sharing certain programs and WTMJ handling advertising sales for channel 55; it also allowed WPXE to air rebroadcasts of channel 4's 6 and 10 p.m. newscasts on a half-hour delay. The LMA ended on July 1, 2005 upon Pax's rebranding as i: Independent Television. However, WTMJ continues to provide engineering assistance for WPXE-TV.

Summer 2013 Time Warner Cable carriage dispute [edit]

WTMJ-TV was removed from Time Warner Cable's southeastern Wisconsin systems at midnight on July 25, 2013,[2] due to a dispute between the cable provider and Journal Communications that also affected four other Journal-owned stations (the provider's agreement with Journal expired on June 30);[3] The Local AccuWeather Channel and Live Well Network subchannels were pulled earlier on July 10 as they were not protected under the sweeps rule that disallows cable providers from pulling the main signal of a carried station (such as WTMJ 4.1) during such ratings periods, including that occurring in July.[4] On August 15, GSN replaced WTMJ on its designated channel 4 slot, while Starz Kids & Family replaced the two subchannels on digital channels 994 and 999, before being replaced by the Hallmark Movie Channel in September.[5]

Three of the four Green Bay Packers preseason games aired on WTMJ and Green Bay sister station WGBA-TV in August were not available to Time Warner Cable subscribers in those markets due to the impasse (the Week 3 game against the Seattle Seahawks was broadcast on WDJT-TV, channel 58, through CBS); however Telemundo affiliate WYTU-LD (channel 63) offered a Spanish language simulcast of the games, with TWC subscribers being advised to listen to the English play-by-play via WTMJ radio. The games were also available through replays aired on the NFL Network.[6] WTMJ claimed market exclusivity for NBC programs on August 11, forcing TWC to pull NBC-owned WMAQ-TV in Chicago from its Racine County system.[7] NBC programs remained available on Time Warner Cable through the network's video on demand service.

A group of Time Warner Cable subscribers filed a class action lawsuit against the provider on August 8 under grounds of breach of contract.[8] Journal Broadcast Group claimed on its website that TWC was distracted due to its dispute with CBS Corporation (which resulted in the removals of CBS Television Stations outlets in select markets and

the Showtime Networks premium channel suite nationwide, until it signed a new agreement on September 2, 2013).[9] Journal also asked state authorities to intervene in the dispute.[10]

WTMJ restored at 7 p.m. on September 20, 2013, as a result of a new carriage agreement between Journal and TWC. WTMJ was relocated to channel 2 on its digital tier and channel 14 on its analog service (GSN remained on channel 4). WTMJ's high definition feed stayed on digital channel 1004, with Journal executives citing that the HD slot was more important than the declining analog and standard definition viewership. In the Racine, Kenosha and Plymouth area for the time being, WTMJ will be seen on channel 83 while Time Warner finds a lower channel slot.[11] However, its second and third subchannels remain unavailable on TWC's systems, with those channels now only receivable over-the-air as they are not carried on Charter Communications, DirecTV and Dish Network.[12] The issues involved with the negotiations, along with ratings issues with the newscasts, led to the reassignment of station general manager Steve Wexler to manage Journal's radio group, and the resignation of station news director Bill Berra after the 2014 Winter Olympics.[13]

Digital television [edit]

Digital channels [edit]

The station's digital channel is multiplexed:

Channel	Video	Aspect	PSIP Short Name	Programming[14]
4.1	1080i	16:9	WTMJ-DT	Main WTMJ programming / NBC
4.2	480i	4:3	WTMJ-WX	Storm Team 4 TV (The Local AccuWeather Channel)
4.3		16:9	LWNet	Live Well Network

WTMJ-DT2 (Storm Team 4 TV) [edit]

On March 1, 2006, WTMJ-TV launched *TMJ4 Weather Plus*, a 24-hour weather channel (originally affiliated with NBC Weather Plus) featuring a mix of local and national current conditions and forecasts as well as local weather updates from the station's meteorologists. The station is carried on digital subchannel 4.2; until the July 2013 dispute with Journal, it was previously carried on Time Warner Cable digital channel 999. In June 2006, WTMJ changed the weather branding on the station's newscasts from "Storm Team 4" to "TMJ4 Weather Plus", as had most NBC stations airing the service. After NBC Weather Plus was discontinued in November 2008, the former "Storm Team 4" brand was restored; the subchannel itself rebranded as the *Storm Team 4 Channel* on January 1, 2009, and was later renamed "Storm Team 4 TV". In mid-December 2009, Storm Team 4 TV became an affiliate of The Local AccuWeather Channel.

WTMJ-DT3 [edit]

WTMJ launched digital channel 4.3 as an affiliate of TheCoolTV in early July 2009, becoming the first full-power station to carry the network as a digital subchannel; it was later carried by stations owned by the Sinclair Broadcast Group (except for WVTV, channel 18, and WCGV-TV, channel 24, locally due to WTMJ's carriage of the network) and LIN TV, and in November 2010 by WTMJ's Green Bay sister station WGBA. The station featured music videos and concert programming, which locally was customized by WTMJ. The subchannel was co-branded with WTMJ-TV's sister radio station WLWK-FM, which airs a random music format.

In September 2011, Journal Communications filed a $257,000 lawsuit against TheCoolTV's parent company Cool Music Network, LLC, alleging non-payment of broadcast services since before June 2011.[15] Because of this, WTMJ replaced TheCoolTV with the Live Well Network, while WGBA replaced it with Me-TV on October 1.[16][17] WTMJ carries Live Well Network in 480i widescreen optimized for 16:9 displays; select Live Well programming (as of January 2014, currently consisting of *Motion* and *Deals*) is broadcast in high definition during Saturday late night slots on the station's main channel.

Analog-to-digital conversion [edit]

WTMJ-TV shut down its analog signal, over VHF channel 4, at noon on June 12, 2009, the official date in which full-power television stations in the United States transitioned from analog to digital broadcasts under federal mandate. The station's digital signal remained on its pre-transition UHF channel 28.[18][19] Through the use of PSIP, digital television receivers display the station's virtual channel as its former VHF analog channel 4.

As part of the SAFER Act,[20] WTMJ-TV kept its analog signal on the air until 2 p.m. that afternoon to inform viewers of the digital television transition through a loop of English and Spanish public service announcements from the National Association of Broadcasters.

Programming [edit]

WTMJ broadcasts the entire NBC schedule, with the exception of program preemptions for breaking news or severe

weather coverage. From the 1960s to the 1990s, preemptions on the station were more common (examples include the preemptions of NBC's daytime game show and soap opera lineup, *Sanford and Son* airing on Saturday nights instead of Fridays in the 1970s, and its replacement of *Gimme a Break!* and *Mama's Family* in favor of the syndicated drama *Fame* on Thursday nights during the 1983–1984 season). Although NBC had long been less tolerant of preemptions than the other networks, it usually did not raise objections to WTMJ's preemptions, since it has been one of the network's strongest affiliates.

The station's most controversial move came in 1979 when it asked NBC for permission to delay *The Tonight Show* to 11 p.m., in order to air reruns of *Maude* in the talk show's 10:30 slot; the network vetoed the move. It tried again in 1984, wanting to move *Tonight* to 11:30 p.m., in order to air reruns of *Trapper John, M.D.* after the 10 p.m. newscast starting that September. NBC refused again, and opted to contract then-independent station WVTV to carry the program instead, airing at 10:30 p.m. from September 1984 to September 1988, when WTMJ gave in to running the program at its network-desginated timeslot. The station also delayed *Late Night with Conan O'Brien* to 12:05 a.m. from the program's 1993 debut until 2001; and had aired *Days of Our Lives* at 2 p.m. (one of the program's alternate network timeslots), until it moved to 1 p.m. on September 10, 2007. WTMJ pre-empted the entire run of the low-rated primetime poker game show *Face the Ace* with paid programming in August 2009, it was the first time any Milwaukee station preempted a significant portion or all of an entire primetime network series since the early 1990s. It is unknown if moral objections by WTMJ management (as sister station WGBA carried the series) or ratings concerns played into the pre-emption.

WTMJ currently airs *Today* in two blocks from 7–9 a.m. and 10 a.m. to 12 p.m. (with a breakaway at 10 a.m. for *The Morning Blend*). Generally, the station does not air NBC programming preempted due to extended breaking news coverage (besides *Days*), such as a February 2013 episode of *Do No Harm* that was not rescheduled after it was preempted due to winter weather coverage. Due to the expansion of *Live at Daybreak* in January 2014, the station no longer carries the late night replay of CNBC's *Mad Money* from NBC due to lack of schedule room.

Syndicated programs carried by WTMJ-TV are *OK!TV*, *Let's Ask America*, *Access Hollywood*, *Alliant Energy Powerhouse* and *Comedy.tv*. With this (in part, due to its weekday schedule being heavy on locally produced and NBC network programs), WTMJ has the lowest amount of syndicated programming among Milwaukee's television stations, and one of the lowest amounts in the country (the syndication inventories of Green Bay CBS affiliate WFRV-TV and Las Vegas NBC affiliate KSNV-DT are also limited in a similar fashion, Journal's ABC-affiliated sister station KTNV-TV in the latter market has also drawn down its syndicated programming to compete, though not to the extent of WTMJ or KSNV).

WTMJ had been the long-time Milwaukee home for *Wheel of Fortune* and *Jeopardy!* from their premieres in the early 1980s until September 2005, when both shows moved to WDJT-TV; it was also the first station to air *The Oprah Winfrey Show* until a group-wide distribution deal with Hearst Broadcasting in 1994 resulted in the program being moved to WISN. WTMJ (and WPXE, during its LMA with Journal) had aired *Martha Stewart Living* and then *Martha* until September 2007, when the latter program moved to WISN.

Green Bay Packers partnership [edit]

WTMJ-TV has served as Milwaukee's 'official station' of the Green Bay Packers since the mid-1990s, giving it rights to air the team's non-nationally televised preseason games, which as a result of a March 2012 broadcast agreement, are shared with sister stations WGBA in Green Bay and KMTV-TV in Omaha, in addition to the existing television broadcasters across Wisconsin.[21] WTMJ holds the broadcast rights to the weekly coaches show (which airs Tuesdays at 6:30 p.m. during the NFL season) and other shows involving the team. As part of the deal, Packers Radio Network color commentator Larry McCarren (who resigned as sports director of Green Bay's WFRV-TV in March 2012) now also serves as a Packers analyst for WTMJ and WGBA; until McCarren became WGBA's sports director upon the end of his non-compete clause in April 2013, his segments appeared during the *Packers Extra* sports segment from the WTMJ set.

Because of the Summer Olympics, which are not allowed any pre-emptions by the network, WTMJ sub-licensed some preseason games to then-LMA partner WPXE-TV in 2004 and to CW affiliate WVTV in 2008. The 2012 opening preseason game against the San Diego Chargers that occurred during the Olympics was an ESPN *Monday Night Football* broadcast carried by WISN, which averted the need for sub-licensing any games that season. Regular season games televised over-the-air locally are split between WITI (channel 6; through Fox's rights to the team's National Football Conference division), and WDJT-TV (for select games televised by CBS in which the Packers play against an AFC opponent), with WTMJ carrying non-preseason games via NBC's *Sunday Night Football* on occasions when a game involving the Packers is scheduled.

The Morning Blend [edit]

WTMJ produces a *The Morning Blend*, a local talk show that debuted on September 12, 2006 at 10 a.m. (it moved to its current 9 a.m. slot in September 2007). It is hosted by Tiffany Ogle (who replaced original co-host – and former WISN reporter – Alison de Castro, after she left the program in October 2009 to relocate with her family to Chicago) and Molly Fay (formerly a morning anchor at WITI). The show's format was derived from that of *Daytime* on Tampa's

WFLA-TV, WTMJ's version features a mix of paid and unpaid segments; all segments promoting a certain product or company feature on-air disclaimers. The program is produced through WTMJ's advertising sales department; as such, news segments are not provided by its hosts, breaking news or severe weather coverage is instead ceded to the station's news staff.[22] In June 2008, *The Morning Blend* began airing on Green Bay sister station WGBA, also at 9 a.m., after that station dropped its morning news programs (the program's timeslot on WGBA has since replaced with syndicated programs).

The program is WTMJ's first attempt at a local program that was not news or public affairs-based, since the short-lived *A New Day* premiered in 1979; it was co-hosted by Terry Meeuwsen (now co-host of *The 700 Club*) and news anchor/radio host (and former WTMJ-TV reporter) Pete Wilson.[23] The *Morning Blend* format and branding has since been adapted by several other Journal stations: local versions debuted on WFTX-TV in Fort Myers, Florida in mid-2009; KGUN-TV in Tucson, Arizona and KMTV-TV in Omaha, Nebraska in late April 2010; and KTNV-TV in Las Vegas in early July 2010.

News operation [edit]

WTMJ-TV presently broadcasts 43 hours of locally produced newscasts each week (with 7½ hours on weekdays, three hours on Saturdays and 2½ hours on Sundays); it is one of the few Big Three stations in the United States whose weekly news programming total exceeds 40+ hours (which is more common with news-producing affiliates of the post-1986 broadcast networks, such as Fox affiliate WITI locally). In addition, the station produces *Sunday Insight*, a "week in review" public affairs debate program hosted by WTMJ radio personality Charlie Sykes, which airs on Sunday mornings after *Meet the Press*. WTMJ-TV maintains a news and weather content agreement with sister radio stations WTMJ and WLWK-FM (all three stations are based out of the Radio City studio), and also partners with the *Milwaukee Journal Sentinel*, to provide news stories and weather forecasts seen in the co-owned newspaper; as such, the station maintains an auxiliary studio in the *Journal Sentinel*'s State Street headquarters, which is used for a regular segment on the station's 3 p.m. newscast called "JSOnAir". The station also provides a pre-game news segment, and pre-game and post-game "ride home" weather segments for the Milwaukee Brewers, which are carried on the scoreboard at Miller Park.

"Wisconsin on Demand 411", a video on demand service offered to Time Warner Cable subscribers throughout southeastern Wisconsin, carries the station's morning, 6 and 10 p.m. newscasts starting two hours after each program's original broadcast and for three days afterward; along with certain WTMJ news reports, "I-Team" investigations, consumer stories, and editions of *Sunday Insight*. The station also utilizes and promotes Time Warner Cable's Start Over feature for its locally-based and select local programs, allowing viewers to restart a program from the beginning if they tune in late.

Since *Today* expanded to four hours in September 2007, WTMJ has shifted its programming focus very heavily towards local news, as replacement syndicated programming for *Martha*, *Wheel of Fortune* and *Jeopardy!* after the programs all moved to other stations in the market, and *Montel's* August 2008 departure from syndication failed to spark viewer interest outside of local/network hours. On August 25, 2008, the station expanded its 6 p.m. newscast to one hour (though it reverted to a half-hour on Tuesday nights during the NFL season due to Mike McCarthy's coaches show), after *Extra* moved to WITI; this was followed on September 8 by the debut of an hour-long newscast at 3 p.m.,[24] whose segments include "Ask the Experts", an interactive 'sound off' segment featuring viewer calls and social media contributions, and a 'hot topics' section which features WTMJ radio afternoon host Jeff Wagner among the regular panelists.

WTMJ's morning and noon newscasts were simulcast on Green Bay sister station WGBA-TV beginning on July 14, 2008, with local weather inserts from WGBA meteorologists. The simulcast ended in early 2009, due to viewer disinterest in Milwaukee-focused news (WGBA relaunched a local morning newscast in January 2011). The station also began to provide forecasts to that station during its weekend newscasts. Until April 2013, when Larry McCarren became WGBA's sports director, all sportscasts on WGBA were provided by WTMJ.

On April 7, 2009, WTMJ became the first television station in Milwaukee and the second in Wisconsin (behind WISC-TV in Madison) to begin broadcasting its local newscasts and other local programming in high definition.[25] With the conversion, a new music package (*High Velocity* by 615 Music) and graphics from Renderon Broadcast Design, the main graphics company for all Journal Broadcast Group stations, was introduced.[26] Segments broadcast from the main studio and news video from the field are presented in the format, as with most of the station's live units and skycam system. The remainder of the station's skycams and "Chopper 4" are equipped for digital widescreen upconverted for HD broadcast in the control room. On August 13, 2012, WTMJ moved all newscasts from Studio A to a temporary set in Studio D, with the new set in Studio A being launched on September 9, 2012 during the 5 p.m. newscast.

The 6:30 p.m. newscast was dropped on April 11, 2011 (it was replaced with *Access Hollywood* – which previously ran on WTMJ from its 1995 debut until it moved *Late Night* to its network-mandated 11:35 p.m. slot in 2000 – which moved to WTMJ after WISN expanded its 10 p.m. newscast to one hour in January 2011; the consequence of this being WISN moving *Access* from its longtime 10:30 p.m. slot to 12:30 a.m., resulting in NBCUniversal Television Distribution asking

for an early release from its contract in order to move to WTMJ).[27] On February 4, 2013, the station debuted the locally produced newsmagazine *Wisconsin Tonight* in the 6:30 p.m. timeslot (which airs on digital channel 4.2 twice a week during Packers season due to its broadcasts of *Packers Live* on Mondays and *The Mike McCarthy Show* on Tuesdays; *Access Hollywood* moved to 1:35 a.m.).[28] On January 20, 2014, WTMJ officially expanded its weekday edition of *LIVE at Daybreak* to 4:30 a.m., the fourth and final station in the market to do so; it had effectively begun to do so two weeks earlier due to that month's record cold temperatures requiring early coverage of school and business closings.[29]

News/station presentation [edit]

Newscast titles [edit]

- *Let's Look at the News* (1947–1948)
- *News and Views* (1948)
- *Around the Town with the WTMJ-TV Cameraman* (1949)
- *News Caravan* (6 p.m. newscast; 1949–1956)
- *Milwaukee Gas Light Company Newsreel* (10 p.m. newscast; 1950–1954)
- *Weather and News* (1957–1966)
- *Channel 4 Report* (1966–1968)
- *News 4 (Milwaukee)* (1966–1990)[30][31]
- *News 4 Tonight at 10* (10 p.m. newscast; 1986–1990)
- *NewsChannel 4* (1990–1992)
- *Today's TMJ4* (1992–present; most newscasts were titled *The [Time of Day] Report* until 2004,[32] when the *Live at [Time of Day]* titling was incorporated for all newscasts[33])
  - *Wisconsin Tonight* (6:30 p.m. newscast; January 2013–present)

Station slogans [edit]

- "Channel 4, Milwaukee's Team" (1988–1992; used with Frank Gari's "Pride Inside" image campaign)
- "Milwaukee's 24-Hour News Channel" (1990–1992; WISN-TV also used a "24 Hour News Source" format from 1989–1996)
- "Today's TMJ4" (1992–present)
- "Real Life. Real News. Today's TMJ4." (1992–1994)[32]
- "Touch Today's TMJ4" (1994–2004)
- "Breaking News, Accurate Weather" (2004–2009)
- "Trust Today's TMJ4" (2004–2012)
- "Today's TMJ4, On Your Side" (2012–2013; formerly only used by station's consumer unit, "4 On Your Side", since 1992)
- "Your Home Team" (2013–present)

This film, television or video-related list is incomplete; you can help by expanding it with reliably sourced additions.

On-air staff [edit]

Current on-air staff [edit]

Anchors[34]

- Charles Benson - Sundays at 5 and 10 p.m.; also weekday reporter
- Steve Chamraz - weekdays at 3, 3:30, 4 and 4:30 p.m.; also 10 p.m. reporter and investigative reporter
- Courtny Gerrish - weekdays at 3, 3:30, 4 and 4:30 p.m.
- Mike Jacobs - weeknights at 5, 6, *Wisconsin Tonight* (6:30) and 10 p.m.
- Susan Kim - weekday mornings on *Live at Daybreak* (4:30-7 a.m.)
- Carole Meekins - weeknights at 5, 6, *Wisconsin Tonight* (6:30) and 10 p.m.
- Tom Murray - weekend mornings on *Live at Daybreak* (8-10 Saturdays and 6-7 + 8-9 a.m. Sundays); also weekday reporter
- Samara Sodos - weekdays at noon; also weekday morning reporter
- Shannon Sims - Saturdays at 6 and 10 p.m.
- Vince Vitrano - weekday mornings on *Live at Daybreak* (4:30-7 a.m.) and weekdays at noon

Storm Team 4[34]

- John Malan (AMS Certified Broadcast Meteorologist Seal of Approval) - chief meteorologist; weeknights at 5, 6 and 10 p.m.
- Michael Fish - meteorologist; Saturdays at 6 and weekends at 5 and 10 p.m.
- Brian Gotter (AMS Certified Broadcast Meteorologist Seal of Approval) - meteorologist; weekdays at noon, 3, 3:30, 4 and 4:30 p.m.

- Jesse Ritka - meteorologist; weekend mornings on *Live at Daybreak* (8-10 Saturdays and 6-7 + 8-9 a.m. Sundays)
- Scott Steele (AMS Seal of Approval) - meteorologist; weekday mornings on *Live at Daybreak* (4:30-7 a.m.)

Sports team[34]

- Lance Allan - sports director; weeknights at 5, 6 and 10 p.m.
- Rod Burks - sports anchor; Saturdays at 6 and weekends at 5 and 10 p.m.
- Jessie Garcia - sports reporter; also host of *The Mike McCarthy Show*
- Greg Matzek - contributor; heard on WTMJ (620 AM)

Reporters[34][35]

- Lacey Crisp - general assignment reporter
- Michele Fiore - general assignment reporter
- Yona Gavino - general assignment reporter
- Todd Hicks - general assignment reporter
- Cody Holyoke - general assignment reporter
- Caitlin Morrall - weekday morning traffic reporter (4:30-7 a.m.)
- Jermont Terry - investigative reporter

The Morning Blend[34]

- Molly Fay - co-host
- Tiffany Ogle - co-host

Notable former on-air staff [edit]

- Contessa Brewer - weekend anchor/reporter (1999–2003; former midday anchor at MSNBC; now with WNBC in New York City)
- Claudia Coffey - anchor
- Catherine Heenan - anchor/reporter (1978–1989; now at KRON-TV in San Francisco)
- Terry Meeuwsen - anchor/host of *A New Day* (1978–1986; former Miss America; now co-host of *The 700 Club*)
- Pete Wilson - reporter/host of *A New Day* (1970s–early 1980s; deceased)

Station cameo appearances [edit]

- WTMJ's logo is shown on the top of the scoreboard in the 1989 film *Major League*, which was filmed at Milwaukee County Stadium; the stadium was used as a stand-in for Cleveland's Municipal Stadium, where the Cleveland Indians played at the time the film was produced. The Indians are also interviewed by a WTMJ reporter, which for the purpose of continuity in the film, was depicted as Cleveland's NBC affiliate. WTMJ's logo currently resides in the bottom left-hand corner of Miller Park's board as part of the station's sponsorship with the Brewers.
- WTMJ is also announced in the last scene of the final episode of *Mystery Science Theater 3000* as Mike Nelson and the robots are sitting in a Milwaukee-area apartment on a Saturday afternoon, when *The Crawling Eye* comes on TV, the first movie seen on the nationally syndicated version of *MST3K*.

Further reading [edit]

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External links [edit]

- WTMJ Official website
- "Storm Team 4" Weather official website
- The Morning Blend official show website
- Wayback Machine archive of WTMJ's 50th anniversary website
- Journal Broadcast Group website
- History of Milwaukee television
- Query the FCC's TV station database for WTMJ
- BIAfn's Media Web Database -- Information on WTMJ-TV

v· t· e·	**Broadcast television in Southeast Wisconsin, including Milwaukee and Kenosha**
English stations	**WTMJ** (4.1 NBC, 4.2 Storm Team 4 AccuWX, 4.3 Live Well) · WITI (6.1 Fox, 6.2 Antenna TV) · WMKE-CA 7 (A1) · WISN (12.1 ABC) · WVTV (18.1 The CW) · WCGV (24.1 MNTV, 24.2 ZUUS Country) · WPVS-LP 29 (unknown) · WBME-CD (41.1 Me-TV) · WMLW (49.1 IND, 49.2 Bounce TV, 49.3 Movies!, 49.4 WYTU-LD) · WPXE (55.1 ION, 55.2 Qubo, 55.3 ION Life, 55.4 ShopTV, 55.5 QVC OTA, 55.6 HSN) · WDJT (58.1 CBS, 58.2 Me-TV, 58.3 This TV, 58.4 TouchVision) · WIWN 68 (WeatherNation TV) ·
Public television	**Milwaukee Public Television (PBS):** WMVS (10.1/.11 PBS, 10.2/.12 PBS World, 10.3/.13 V-me, 10.4/.14 MPTV AccuWX/KEC60 audio) · WMVT (36.1 PBS, 36.2 WMVS widescreen SD simulcast, 36.3 Create, 36.4 BSN classical audio, 36.5 JSN jazz audio, 36.6 WISDOT traffic cameras) · **Wisconsin Public Television (PBS):** WHA (21.1 PBS, 21.2 WIS, 21.3 Kids/Create) (available in-market via cable, over-the-air in Jefferson County) ·
Religious	WVCY (30.1 Religious ind.) · WWRS (52.1 TBN, 52.2 Church, 52.3 JCTV, 52.4 Enlace USA, 52.5 Smile) ·
Spanish stations	WBWT-LP 38 (MundoFox) · WYTU-LD 63.1 / WBME 49.4 (TMD) ·
Local cable channels	Fox Sports Wisconsin · TWC Sports Channel · WisconsinEye ·

Defunct channels	SelecTV (after 7pm on WCGV from 1981-1984) · WCAN 25 (CBS) ·
Adjacent areas	Chicago · Green Bay · Madison · Rockford · Grand Rapids · Northern Michigan ·

v· t· e·	**NBC Network Affiliates in the state of Wisconsin**
WTMJ 4.1 (Milwaukee) · W50DR 10.1 (La Crosse) · WJFW 12.1 (Rhinelander/Wausau) · WEAU 13.1 (Eau Claire) · WMTV 15.1 (Madison) · WGBA 26.1 (Green Bay) ·	
See also: ABC · CBS · CW · Fox · ION · MyNetworkTV · NBC · PBS · Other stations in Wisconsin ·	

v· t· e·	**Other Television Stations and Subchannel Networks in the state of Wisconsin**
3ABN	W23BW 23 (Madison) · W30BU 30 (Green Bay) ·
America One	WMKE 7 (Milwaukee) · W43BR 43 (Baraboo/Wisc. Dells) ·
Antenna TV	WMTV 15.3 (Madison) · WITI 6.2 (Milwaukee) · WJFW 12.2 (Rhinelander/Wausau) ·
Daystar	WMWD 38.1 (Madison) · WGBD 49.1 (Green Bay) ·
ION Life	WTPX 46.2 (Antigo/Wausau) · WPXE 55.2 (Kenosha/Milwaukee) ·
Live Well Network	WBAY 2.3 (Green Bay) · **WTMJ 4.3** (Milwaukee) ·
Local Accuweather	**WTMJ 4.2** (Milwaukee) · WSAW 7.3 (Wausau) · WMVS 10.4 (Milwaukee) ·
Me-TV	WGBA 26.2 (Green Bay) · WKOW 27.2 (Madison) · WBME 41.1/WDJT 58.2 (Racine/Milwaukee) · WFXS 55.2 (Wittenberg/Wausau) ·
Movies!	WMLW 49.3 (Milwaukee) ·
MundoFox	WBWT 38 (Milwaukee) ·
qubo	WTPX 46.3 (Antigo/Wausau) · WPXE 55.3 (Kenosha/Milwaukee) ·
QVC	WTPX 46.5 (Antigo/Wausau) · WPXE 55.5 (Kenosha/Milwaukee) ·
Retro TV	WFXS 55.3 (Wittenberg/Wausau) ·
TBN	K32GF 32 (Rhinelander) · W36DH 36 (Waupaca) · WWRS 52 (Mayville/Milwaukee) ·
Telemundo	WYTU 63.1/WMLW 49.4 (Milwaukee) ·
This	WMOW 4.3 (Crandon) · WAOW 9.3 (Wausau) · WQOW 18.3 (Eau Claire) · WXOW 19.3 (La Crosse) · WKOW 27.3 (Madison) · WYOW 34.3 (Eagle River) · WDJT 58.3 (Milwaukee) ·
TouchVision	WDJT 58.4 (Milwaukee) ·
WeatherNation TV	WMTV 15.2 (Madison) · WIWN 68 (Fond du Lac/Milwaukee) ·
Independent	W08CK 8 (Madison) · WPVS-LP 29 (Milwaukee) · WMLW 49 (Racine/Milwaukee) ·
See also: ABC · CBS · CW · Fox · ION · MyNetworkTV · NBC · PBS · Other stations in Wisconsin ·	

v· t· e·	**Journal Communications**
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Television Stations	KGUN-TV (ABC) · KIVI-TV/KSAW-LD (ABC) · KMTV-TV (CBS) · KNIN-TV (Fox) · KTNV-TV (ABC) · KWBA-TV (CW) · WACY-TV (MNTV) · WFTX-TV (Fox) · WGBA-TV (NBC) · WSYM-TV (Fox) · **WTMJ-TV** (NBC) · WTVF (CBS) ·

Categories: NBC network affiliates | Live Well Network affiliates | Channel 4 virtual TV stations in the United States | Channel 28 digital TV stations in the United States | Television channels and stations established in 1947 | Television stations in Milwaukee, Wisconsin | Television stations in Wisconsin | Local AccuWeather Channel affiliates | Major League Baseball over-the-air television broadcasters

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